

## ORDER



KSNV

## Orders

Order / Rev: 104407  
 Alt Order #: 06832081  
 Product Desc: HELLER FOR SENATE  
 Estimate: \_\_\_\_\_  
 Flight Dates: 10/03/12 - 10/09/12  
 Original Date / Rev: 07/18/12 / 10/01/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: Strategic Media Services, Inc.  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
3299 K St. NW  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: Heller, Dean for U.S. Senate *Revised*  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	132	\$82,375.00	\$70,018.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	132	\$82,375.00	\$70,018.75	0.00
Totals	132	\$82,375.00	\$70,018.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	29%	\$82,375.00
Market	100%	\$284,051.72

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$73,853.45
KLVX	0%	\$0.00
KSNV-	2%	\$5,681.03
KTNV	18%	\$51,129.31
KTUD	1%	\$2,840.52
KVVU	24%	\$68,172.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/Wa	M	5-6a	--WTF--	:30	6	\$300.002		0.00	NM	6	\$1,800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--WTF--			6		\$300.00		0.00				

Advertiser:	<u>Heiler, Dean for U.S. Senate</u>	
Product Desc:	<u>HELLER FOR SENATE</u>	KSNV
Estimate:		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.00	2	0.00	NM	6	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--					6	\$300.00		0.00			
E 2	KSNV	10/08/12	10/09/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----					4	\$300.00		0.00			
E 3	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----					4	\$450.00		0.00			
E 4	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.00	2	0.00	NM	6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--					6	\$450.00		0.00			
E 5	KSNV	10/03/12	10/05/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$600.00	2	0.00	NM	6	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--					6	\$600.00		0.00			
E 6	KSNV	10/08/12	10/09/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----					4	\$600.00		0.00			
E 7	KSNV	10/08/12	10/09/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----					2	\$275.00		0.00			
E 8	KSNV	10/03/12	10/05/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--					3	\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/01/12-10/07/12		M-F Today Show II 3rd Hr		9-10a	--WThF----	:30		(\$425.00)		0.00	NM		
		See MG 8.4,8.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
3	KSNV	10/01/12-10/07/12		M-F Today Show II 3rd Hr		9-10a	--WThF----	:30		(\$425.00)		0.00	NM		
		See MG 8.4,8.5 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
4	KSNV	10/03/12-10/05/12		M-F Today Show II 3rd Hr		9-10a	--WThF----	:30		\$425.00		0.00	NM		
		Ⓜ MG for 8.3,8.2 [Revised Rate to Reinstate]													
5	KSNV	10/03/12-10/05/12		M-F Today Show II 3rd Hr		9-10a	--WThF----	:30		\$425.00		0.00	NM		
		Ⓜ MG for 8.3,8.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
E 9	KSNV	10/03/12	10/05/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	---TF--	:30	3	\$225.00	2	0.00	NM	2	\$450.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---TF--					2	\$225.00		0.00			
E 10	KSNV	10/08/12	10/09/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
TODAY 3															

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 Flight Dates: 10/03/12 - 10/09/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 10	KSNV	10/08/12	10/09/12	M-F Today Show III 4th BM Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2		\$225.00			0.00			
E 11	KSNV	10/08/12	10/09/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2		\$225.00			0.00			
E 12	KSNV	10/03/12	10/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--			3		\$225.00			0.00			
E 13	KSNV	10/03/12	10/05/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--			3		\$275.00			0.00			
E 14	KSNV	10/08/12	10/09/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2		\$275.00			0.00			
E 15	KSNV	10/08/12	10/09/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2		\$225.00			0.00			
E 16	KSNV	10/03/12	10/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--			3		\$225.00			0.00			
E 17	KSNV	10/03/12	10/05/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
DAUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--			3		\$275.00			0.00			
E 18	KSNV	10/08/12	10/09/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2		\$275.00			0.00			
E 19	KSNV	10/08/12	10/09/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2		\$225.00			0.00			
E 20	KSNV	10/03/12	10/05/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--			3		\$225.00			0.00			
E 21	KSNV	10/03/12	10/05/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--			3		\$300.00			0.00			
E 22	KSNV	10/08/12	10/09/12		CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00

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 Alt Order #: 06832081  
 Flight Dates: 10/03/12 - 10/09/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$300.00		0.00			
E 23	KSNV	10/08/12	10/09/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)	(4:00 PM-4:30 PM)										
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$450.00		0.00			
E 24	KSNV	10/03/12	10/05/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
				4PM NEWS (1 hour)	(4:00 PM-4:30 PM)										
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$450.00		0.00			
E 25	KSNV	10/03/12	10/05/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
				4PM NEWS (1 hour)	(4:30 PM-5:00 PM)										
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$450.00		0.00			
E 26	KSNV	10/08/12	10/09/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)	(4:30 PM-5:00 PM)										
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$450.00		0.00			
E 27	KSNV	10/08/12	10/09/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$900.00	2	0.00	NM	4	\$3,600.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					4	\$900.00		0.00			
E 28	KSNV	10/03/12	10/05/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$900.00	2	0.00	NM	6	\$5,400.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					6	\$900.00		0.00			
E 29	KSNV	10/08/12	10/09/12	M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				M-F Jeopardy											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$750.00		0.00			
E 30	KSNV	10/03/12	10/05/12	M-F Jeopardy	CM	630-7pm	---TF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
				M-F Jeopardy											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$750.00		0.00			
E 31	KSNV	10/03/12	10/05/12	M-F Wheel	CM	7-730pm	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
				M-F Wheel of Fortune											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$750.00		0.00			
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2		KSNV	10/01/12-10/07/12	M-F Wheel			7-730pm	--WThF----	:30	<del>(\$750.00)</del>	0.00	NM			
See MG 31.4															
[DEBATES]															
4		KSNV	10/03/12-10/03/12	Wheel of Fortune in PRIME	M-SA	8-11p / SU		--W-----	:30	\$750.00	0.00	NM			
Ⓜ MG for 31.2 10/03															
[inv code]															
E 32	KSNV	10/08/12	10/09/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				M-F Wheel of Fortune											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$750.00		0.00			

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 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 32	KSNV	10/08/12	10/09/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$750.002		0.00	NM	2	\$1,500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$750.00		0.00			
E 33	KSNV	10/08/12	10/09/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$450.00		0.00			
E 34	KSNV	10/03/12	10/05/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	---TF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$450.00		0.00			
E 35	KSNV	10/04/12	10/04/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$775.00		0.00			
E 36	KSNV	10/08/12	10/08/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$775.00		0.00			
E 37	KSNV	10/08/12	10/09/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$275.00		0.00			
E 38	KSNV	10/03/12	10/05/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$275.00		0.00			
E 39	KSNV	10/08/12	10/08/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$2,400.00		0.00			
E 40	KSNV	10/09/12	10/09/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$2,400.00		0.00			
E 41	KSNV	10/04/12	10/04/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$2,100.002		0.00	NM	1	\$2,100.00
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$2,100.00		0.00			
E 42	KSNV	10/05/12	10/05/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$2,100.002		0.00	NM	1	\$2,100.00
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$2,100.00		0.00			
E 43	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----SS					2	\$750.00		0.00			
E 44	KSNV	10/06/12	10/06/12		CM	6a-7a	-----S-	:30	1	\$225.002		0.00	NM	1	\$225.00

Order / Rev: 104407  
 Alt Order #: 06832081  
 Flight Dates: 10/03/12 - 10/09/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 Sunrise - SATUR															
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-			1		\$225.00			0.00			
E 45	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002		0.00	NM	1	\$325.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-			1		\$325.00			0.00			
E 46	KSNV	10/06/12	10/06/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$300.002		0.00	NM	1	\$300.00
News 3 Today - SAT															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-			1		\$300.00			0.00			
E 48	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S-	:30	1	\$375.002		0.00	NM	1	\$375.00
ROS															
(9:30 PM-10:30 PM)															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-			1		\$375.00			0.00			
E 49	KSNV	10/06/12	10/06/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.002		0.00	NM	1	\$750.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-			1		\$750.00			0.00			
E 50	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUND	CM	6a-7a	-----S	:30	1	\$225.002		0.00	NM	1	\$225.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S			1		\$225.00			0.00			
E 51	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$500.002		0.00	NM	1	\$500.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S			1		\$500.00			0.00			
E 52	KSNV	10/07/12	10/07/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.002		0.00	NM	1	\$1,900.00
Meet the Press															
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S			1		\$1,900.00			0.00			
E 53	KSNV	10/07/12	10/07/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.002		0.00	NM	1	\$250.00
News 3 Today															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S			1		\$250.00			0.00			
E 54	KSNV	10/07/12	10/07/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$375.002		0.00	NM	1	\$375.00
Chris Matthews SUN 9:30am															
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S			1		\$375.00			0.00			
E 55	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$1,600.002		0.00	NM	1	\$1,600.00
NFL Pre-Game															
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S			1		\$1,600.00			0.00			
E 56	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.002		0.00	NM	1	\$8,000.00
NFL Football															
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S			1		\$8,000.00			0.00			
E 57	KSNV	10/07/12	10/07/12		CM	1p-9p	-----S	:30	1	\$6,500.002		0.00	NM	1	\$6,500.00

Order / Rev: 104407  
Alt Order #: 06832081  
Flight Dates: 10/03/12 - 10/09/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL End of Game Break											
				NFL End of Game Break											
SNF-POSTGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$6,500.00		0.00						
E 58	KSNV	10/07/12	10/07/12	Sports Night in Las Vegas	3M	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$200.00		0.00						
N 59	KSNV	10/03/12	10/05/12	M-F Today Show III 4th Hour	3M	10am-11am	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				Today 4th Hour											
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--WTF--	1		\$325.00		0.00						
													Totals	132	\$82,375.00